

Lee County

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Community Health Needs Assessment Snapshot

Promote Healthy Behaviors

Problems/Needs:

- Obesity and related Chronic Diseases were identified as a priority health needs to address by community partners and concerned citizens: The 2008 CDC report estimates Lee County's age-adjusted obesity rate is 28.2%. A recent community health needs survey completed by 1200+ people rated adult obesity and childhood obesity as two of the top five priority health needs to address in the next five years.
- The other priority health needs identified in the survey included Cancer; Heart Disease and Stroke; and Diabetes.
- Addictive Behaviors (alcohol, drugs, tobacco, gambling) was identified has a priority health need to address in the next five years. 2010 County Health ranking data shows that Adult smoking is at 25%; Binge Drinking is at 17% (both exceeding the Iowa target value of 14%). Lee County ranked 84 of 99 counties in Health Behaviors. 2009 hospital ER admission data reflects an increase of alcohol and drug related ER visits from 2008 data. The community health needs survey results rated alcohol abuse as the #1 risky behavior in the county followed by dropping out of school; poor eating habits; lack of exercise, and tobacco use/second hand smoke.

Prevent Injuries

Problems/Needs:

- Injury prevention was selected by community partners as a priority health need to address in the next five years. This includes both intentional and unintentional injuries. 2006 Burden of Injury Report for Lee County shows that Lee County's injury death rate (70) exceeded the state average injury death rate (53) for 2002-2006. County injury hospitalization data shows Lee County exceeded the state average in falls; suicides, road traffic, poisonings and other. Falls were the leading causes of injury for age groups of children 0-14 and adults ages 45-65+ years. 2009 local hospital data reflects a significant increase in Spinal Cord Injuries and Fractures from 2007 (319) to 2009 (600). Open Wounds, Burns, and Poisonings also showed an increase from 2007 (1234) to 2009 (1251). Other injuries increased from 2007 (2751) to 2009 (3114) as well. 2009 Child Abuse data ranked Lee County as #4 in the state of Iowa for rate of duplicate abused children with 31.0 duplicate children abused per 1000. For unique confirmed abused children the ranking for Lee County in 2009 was #3 with 27.26 unique abused children per 1000.

Protect Against Environmental Hazards

Problems/Needs:

- Community partners agreed that childhood Blood Lead Poisoning testing rates for the county need to improve as well as the systems in place for addressing this need. For children born in 2007, 76.2% have been tested by 9-35 months of age. Over 51% of all homes in Lee County are older than 1957 indicating possible lead based sources. Although it is an identified issue, staff resources and funding limitations are not adequate at this time to include in the plan. Lee County's active Lead Coalition will continue to provide education and information to the community and providers on the importance of lead testing of all children before age 6. Based on data reviewed during assessment meetings, Hazardous Chemical Releases and Air Pollutants were identified as health concerns in the county but were not included in the plan. Currently, there is not a lead organization that has the staffing or resources to adequately address this issue.
- Community partners chose Food Safety During Disasters as an identified environmental health concern in the county but did not rank it has a priority health need to address in the plan. Partners feel that if emergency response partners could provide education before, during, and after a disaster on food safety through use of media and website education, this need could be addressed.

Prevent Epidemics and the Spread of Disease

Problems/Needs:

- Based on hospital ER data, Sexually Transmitted Disease rates (such as Chlamydia) have tripled in the county over the past three years. Partners agree that this is a public health concern but did not choose this issue to be included on the plan due to limited financial and staff resources. Agencies who work with high risk populations will be encouraged to increase education/outreach to targeted groups.
- Immunization rates for children and adolescents have decreased in the past two years according to recent immunization assessment data. Community partners agree media hype and myths have affected families' choices in immunizing their children. Although this has been identified as a concern, it has not been included in the plan. Lee County Health Department and medical providers will continue to educate families about the importance of immunizations and immunization law. Cuts to immunization funding as decreased outreach education in the community county-wide.

Prepare for, Respond to, and Recover from Public Health Emergencies

Problems/Needs:

- Communication barriers were identified by community partners involved in emergency response as concern for the county. This was not included in the plan but has been identified as an issue to address in county-wide emergency preparedness drills and real events. Actions identified as areas to address include use of the code red system with general marketing strategies in place with employers to motivate their employees to sign on for use of the system.
- Lack of large sheltering for General and Special Populations was identified as a concern for emergency response planning partners involved in the CHNA HIP. Funding limitations and no lead agencies identified has resulted in this not being included on the five year plan. It will remain a planning issue within the county.

Strengthen the Public Health Infrastructure

Problems/Needs:

- Increasing awareness of and access to available medical, dental, and mental health services was identified by community partners as a priority and will be included on the five year plan. In the community health needs survey administered to the public respondents chose affordable and available Health Care as the number one factor for making a Healthy Community. Community Partners agreed there is a strong need to increase awareness of existing health care resources in the county. The number of uninsured/underinsured people is increasing due to increasing unemployment rates, poverty, and rising costs of health care coverage. People are choosing food and other basic securities over filling their prescriptions/accessing health care/services. There are a lack of dental providers and mental health services/providers in the county that accept Title XIX or the uninsured. The premature death rate for Lee County is 8,075 compared to Iowa's average value at 5,943 making Lee County 92 of 99 for Mortality and 96 of 99 for Health Outcomes according to the County Health Rankings 2010 report.
- Transportation barriers were identified as a health need by community partners involved in the assessment process. Partner agreed further assessment of what is available and identification of gaps in service areas and barriers for accessing available resources such as the 1015/Seibus etc is necessary first to determine effective solutions. Transportation was not included in the plan as a priority however at this time due to limited resources and a lead agency. Partners acknowledged there are organizations that are addressing this issue with populations they serve however.

Community Health Improvement Plan

Goal	Strategies	Who is responsible?	When? (Timeline)
<p>Promote healthy eating habits and physical activities to reduce the prevalence of obesity and resulting chronic health conditions by 3% in the next five years.</p> <p>Baseline measure: The 2008 CDC report estimates Lee County's age-adjusted obesity rate is 28.2%.</p>	Partners to work on city and county walking trail development and promotion for use	LCHD; FMCH; KAH; BOH; Lee County Conservation; BOS; Keokuk Main Street, Inc.; Economic Development; City/County/Chambers	Spring of 2011 and on-going
	Partners to promote healthier workforce environments through offering of health screenings and health education/promote health and wellness policy and environmental system changes	LCHD; KAH; FMCH; business and industry; Main Street; Chambers; ISU Extension	Spring of 2011 and on-going
	Continue with CATCH Programming in elementary schools	Central Lee and Keokuk School Districts; Hy-Vee; FMCH; KAH; LCHD	2011-2016
	Develop and implement a social marketing campaign targeting all age groups for increasing physical activity and proper nutrition	Live Healthy Lee County Coalition/SIRCLE/Grocery Stores	Spring of 2011 and on-going
	Organize an annual walking event challenge in key locations in the county to promote physical activity and use of walking trails	Live Healthy Lee County Coalition/SIRCLE	spring of 2011 and annually thereafter
	Search for available funding to implement CATCH programming in FM elementary schools	LCHD; FM schools	Fall of 2011
	Offer affordable exercise programs for youth and children	FM United Way; YMCA; Denmark Ball Association; Lee County Boxing Club	2011-2012
	Promote Buy Fresh/Buy Local Campaign	Lee County Economic Development/Chambers	2011-2012
	Create and maintain opportunities for the production of and access to healthy local foods through networking, marketing, and education through collaboration and partnerships with	Great River Region Food Alliance of Southeast Iowa; ISU Extension;	2011-2016

	producers, consumers, governmental and community organizations.	LHLC Coalition	
	Organize and sponsor an annual Healthy Lifestyles Conference to be held in Southeast Iowa	SIRCLE	March 2011 and annually thereafter
	Offer nutrition education to families and children ages 0-5 accessing services	CCNC; ISU Extension, WIC/Community Action; MCH programs/HOPES/Head Start	2011-2016
	Family Nutrition Program: Offer a series of nutrition education classes for adults to show how to choose nutritious foods, stretch dollars, and handle food safely as well as encourage physical activity.	ISU Extension Office	Monthly in 2011-2012
	WOW-Words on Wellness: Offer a monthly free newsletter to any residents of Lee County via email, mail, or website.	ISU Extension Office	Monthly in 2011-2012
	A Pat Answer News Column: Send a news column to weekly newspapers 2 X month in Lee County focusing on nutrition, physical activity, and food safety.	ISU Extension Office	Monthly in 2011-2012
	Offer Fitness and Strengthening classes/education to assisted living residents in the Kensington	The Kensington	Weekly during 2011
	Utilize radio messaging for promoting nutrition and physical fitness during one month each quarter	ISU Extension Office	quarterly during 2011-2012
	Let's Get Moving: offer a fitness program for rural Lee County residents 2 x weekly	ISU Extension Office	2010-2011
	Eat Smart, Live Strong: Offer a series of classes for older adults at local senior living assisted living centers	ISU Extension Office; Senior living sites in county	2010-2012
	Fitness and Health 4-H club: Offer to middle school youth	ISU Extension; Fort Madison Middle School	2011-2012

Goal	Strategies	Who is responsible?	When? (Timeline)
<p>Prevent and reduce destructive addictive behaviors. Rates in tobacco use; binge drinking will decrease by 3% in the next five years.</p> <p><u>Baseline Measure:</u> 2010 County Health ranking data shows that Adult smoking is at 25%; Binge Drinking is at 17% (both exceeding the Iowa target value of 14%).</p>	Educate the community about available support services in county that addresses addictive behaviors.	ADDs	2011-2016
	Use young educators as mentors and prevention educators to reach pre-teen through young adults	ADDs; Girl Scouts; Youth groups, schools, ISU Extension; Boy Scouts and Y programs.	2011-2016
	Support programs such the ALANO Club	United Way	2011-2016
	Organize and maintain JEL youth groups in county	LCHD/schools	2011-2016
	Recruit and maintain active Clean Air coalition members	LCHD/volunteers	2011-2016
	Implement Life Skills; Project Alert; and Safer Choices programs in local Middle and High Schools	ADDs/Adolescent Pregnancy Prevention Coalition	2011-2016
	Educate community on the harmful effects and risks of ATOD use through presentations/education provided to youth, community organizations, coalitions, etc.	ADDs	2011-2016
	Implement Juvenile Diversion Program to area juveniles referred by local organizations	ADDs	2011-2016
	Explore funding options available for increasing prevention services to multiple audiences in county	Community partners interested in programming	2011-2016
	Implement training programs for local alcohol and/or tobacco retailers	ADDs	2011-2016
	Offer community education on control of gambling and other compulsive behaviors	ADDs	2011-2016

Goal	Strategies	Who is responsible?	When? (Timeline)
<p>To prevent and reduce injuries for all age groups. Lee County will decrease injury death rate and injury hospitalization rates by 3% in next five years. Child Abuse rate will decrease by 3% in next five years.</p> <p><u>Baseline Measure:</u> 2006 Burden of Injury report for Lee County shows that Lee County's injury death rate (70) exceeds the state average injury death rate (53) for 2002-2006. County injury hospitalization data shows Lee County exceeds the state average in falls; suicides, road traffic, poisonings and other. Falls were the leading causes of injury for age groups of children 0-14 and adults ages 45-65+ years. 2009 local hospital data reflects a significant increase in Spinal Cord Injuries and Fractures from 2007 (319) to 2009 (600). Open Wounds, Burns, and Poisonings also showed an increase from 2007 (1234) to 2009 (1251). Other injuries increased from 2007 (2751) to 2009 (3114) as well. 2009 Child Abuse data ranked Lee County as #4 in the state of Iowa</p>	Provide prevention programming in schools to prevent bullying and sexual abuse	Tri-State Coalition Against Domestic and Sexual Abuse	2011-2012
	Recruit and maintain active community partnerships addressing child abuse through the Child Abuse Prevention Council of Lee County	Council members	2011-2016
	Advocate for funding/form partnerships to look at opportunity for offering a Fall Prevention Program to the elderly in key locations in the county	BOH; Area Aging on Aging; Long-term care facilities/assisted living facilities; Lee County Housing Authorities	Fall 2011 and on-going
	Complete home safety/environmental risk assessments with all HOPES/MCH/Homecare and Hospice clients who are interested/Develop goal plans for preventing injury as needed with family/client	LCHD	2011-2016
	Re-purpose existing coalitions that work on child abuse prevention; domestic violence; bullying in schools, elder/caregiver abuse, etc. organize effective strategies together	Interagency Council; Child Abuse Prevention Council	2011-2016
	Provide targeted outreach, education and collaborate resources to address specific issues such as bike helmet safety, car seat safety, use of nightlights. Etc.	Interagency Council; Child Abuse Prevention Council	2011-2016
	Assess and promote safe and healthy child care environments	Empowerment; CCNC; Early Learning Coordinator	2011-2012
	Provide daily fitness/education to interested residents living at long-term care facility (strengthening exercises to avoid injuries)	Kensington	2011-2012

for rate of unique, abused children with 31.0 unique children abused per 1000.	Promote injury prevention topics on organizational website	LCHD	2011-2012
	Provide community outreach, advocacy, and support to victims of violence and abuse	Tri-State Coalition Against Domestic and Sexual Abuse	2011-2012
	Health care/service organizations to assure Mandatory Reporting training is available to all employees who work with children/families and dependent adults in a professional capacity and requires the training	Health care/service organizations in Lee County	2011-2016

Goal	Strategies	Who is responsible?	When? (Timeline)
Educate and increase awareness of available quality health services (includes medical, dental, mental health, etc.) <u>Baseline measure:</u> A community "health care awareness, access and satisfaction" survey will be administered to determine if	Engage multiple community partners to send clear consistent messages through Radio; Newspaper; Agencies; Providers; social networking; websites promoting available services	Live Healthy Lee County Coalition	2011-2016
	Update and Maintain a Lee County Resource Directory	United Way Organizations	2011-2016
	Organize and host community forums to review and discuss needs of the Community	Fort Madison United Way	2011-2016

increased awareness of available health care services has occurred and accessing needed services improves for the more vulnerable populations in the county over the next five years.	Provide outreach to high risk families and children enrolled in programs	CCNC; HOPES; Head Start; MCH; Oral health programs; WIC; Community Action	2011-2016
	Offer preventive oral health services to children/families in convenient locations	LCHD; WIC; Schools	2011-2016
	Develop private/public partnerships with area providers for assisting families in accessing services	LCHD;1st Five; Providers;	2011-2016
	Create a "health care awareness, access, and satisfaction" survey that will be available on partner websites or by paper form to measure for an increase in awareness of available services, access, and satisfaction levels	LCHD; KAH; FMCH; dental/mental health providers	April 2011
	Distribute the survey to vulnerable populations in the county to measure changes in awareness, access and satisfaction	Interested partners who work with vulnerable populations (LCHD; KAH; FMCH; TSMG; Community Action)	March 2011 and periodically through 2016 as determined by community partners

	Promote and support new and innovative ideas for the provision of mental health support services and/or resources in the county	All partners (i.e.: Lexington Square's new program)	2011-2016
	Review annually, various data sets that measure for medical home rates to assure consumers are able to access medical care from a primary care physician; develop local strategies to improve rates as needed	LCHD; FMCH' KAH; TSMG (CHSEIA)	2011-2016